

TV Utilization Committee
MSSC

BOSTON UNIVERSITY

School of Public Relations and Communications • 84 Exeter Street • Boston 16 Massachusetts

April 6, 1956

As a member of the Television Utilization Committee of the Metropolitan School Study Council, you are undoubtedly attempting to keep fully informed on the progress that is being made in the field of educational television, in both areas of on-the-air programs and closed-circuit teaching techniques. For this reason, we believe that you may well be interested in the activities of the national professional association which is concerned with these matters.

The Association for Education by Radio-Television, founded 17 years ago, is a non-profit educational organization incorporated under the laws of the State of Illinois and dedicated to both the utilization and evaluation of educational radio and television materials, both in the commercial and non-commercial industries. As stated in its constitution, the broad purpose of the Association is to "extend and improve the educational use of radio and TV."

AERT membership is nation-wide and includes teachers and administrators on all levels of education, commercial broadcasters, religious broadcasters, civic leaders, parents, and representatives of many leading community groups.

The advantages of membership in AERT are many. They include the following:

AERT publishes its monthly Journal during the academic year. The Journal contains stimulating articles on a diverse number of topics including areas of communication theory, practical program and promotional ideas, helpful how-to-do-it and how-to-find-it suggestions, as well as reports on listener's councils and similar evaluational activities.

AERT serves as one of the sponsors of the National Tape Recording Catalog and Re-recording Service, a project set up in cooperation with the Department of Audio-Visual Instruction of the National Education Association.

2nd sheets - same
to all

AERT holds an annual national convention in conjunction with the Institute for Education by Radio and Television at Ohio State University, Columbus, Ohio. In addition to the Institute's three day conference, AERT presents a stimulating one day program of its own.

AERT is one of the organizations which sponsors the Joint Committee on Educational Television. In this way, AERT endorses JOET activities which have to do with trends, statistics, developments across the nation in the establishment of stations, scheduling workshops, engineering and program developments, and so on in the ETV field.

A membership in AERT carries with it the privilege of voting in elections, participating in committee work, and holding office in the Association.

A membership in AERT offers the opportunity of joining with other AERT members throughout the United States to advance the cause of educational radio and television.

Because of your participation in the activities of the Metropolitan School Study Council and because the Council has displayed an active interest in educational TV, we feel that you and the organization you represent might wish to participate in the activities of AERT, also. I am enclosing a copy of our standard membership blank.

I am sure that you would find that a membership in AERT would provide you with both services and materials which would be of great use in your work. We feel that expanded support of AERT will be rewarded in the future significance of the Association in the field of educational radio and television.

If I can be of service to you by providing you with any further information on the aims, plans, and activities of the Association, won't you please let me know?

Sincerely,



John Adams Rourke
National Membership Chairman
AERT

JAR:le
Encs.

BOSTON UNIVERSITY

School of Public Relations and Communications • 84 Exeter Street • Boston 16 Massachusetts

Division of Communication Arts

J. d3

It has not proved feasible for the Association for Education by Radio-TV to undertake the project of sponsoring the National Scholastic Radio-TV Guild for the present school year. It is hoped that action may be taken by the Board of Directors of AERT at the next annual meeting in April of 1956 whereby the necessary budget and facilities might be provided for this purpose. In the meantime, you might be interested in the present services of AERT which has included classroom teachers in its membership for over sixteen years. I am asking Mr. John Adams Rourke, Membership Chairman, to send you data concerning AERT.

We will retain a list of those who have indicated their interest in the Guild along with the former members and we hope that we may have reason to contact you with plans for a new Guild organization with greatly expanded activities for the school year 1956-57.

Sincerely,

Leo A. Martin
President, AERT

LAM:jf

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.